

ADDENDUM #1

To Statement of Work (SOW) For Technology Services Issued By
Minnesota Department of Veterans Affairs
Project Title: Website Redesign and Content Management

1. This Addendum modifies the Statement of Work publication dated February 17, 2012.

A. Replace the section called Process Schedule with:

Process Schedule

Activity	Due Date	Time Due
SOW Posted	2/17/2012	
Deadline for Questions	2/23/2012	Noon
Targeted Posted Response to Questions	2/24/2012	Noon
Proposals due	3/2/2012	Noon
Finalists Notified	3/6/2012	
Targeted Proposal Evaluation and Finalist Interviews	3/12/2012 – 3/16/2012	
Anticipated proposal evaluation & decision	3/23/2012	
Contracting process begins	3/26/2012 (2-4 weeks)	
Work begins no later than	5/1/2012	
Anticipated vendor work complete	11/15/2012	
Anticipated deploy date	12/15/2012	

MDVA Web Redesign and Content Management SOW Questions and Answers

	Question	Answer
1.	Is there an incumbent vendor?	No
2.	What content management software/system will be used?	Section 2 of the requirements calls for the vendor to recommend a content management system that would achieve the listed objectives. The goal is value, meeting the objectives at the best price.
3.	How many candidates can we submit per skills category?	The SOW is looking for a bid on the work. The vendor may achieve this with any combination of candidates as long as they meet the skill category requirements.

		Question	Answer
4.		How many resources are planning on contracting for this project?	As with question 3, we are not focusing on contract resources but a vendor that has the ability to deliver the solution. It is up to the vendor how they can most effectively do this while meeting the skill category requirements.
5.		Will this contract be awarded to a single vendor? Or are you planning on contracting the best individual resources from multiple vendors?	The contract will be awarded to a single vendor. As stated in the SOW there are some purchasing restrictions around Section 2.
6.		Can selected resources start prior to May 1st?	It is the desire of the MDVA to start as soon as possible. May 1st is the latest date work needs to begin.
7.		Have the funds been encumbered for this project? If so, what is the dollar amount?	This information is not being disclosed
8.		Did a vendor assist in the preparation of the Statement of Work? If so, please identify.	SOW was prepared by MDVA and OET only.
9.		Under Agency Project High Level Requirements, Section 1: Business Discovery and Web Strategy Development (Information Architecture and Site Design), REQ-3.4 mentions that the following sites are support sites (FAQ and Live Chat) hosted by a partner. Could you please identify this partner? Also, does the MDVA have ownership of these mentioned sites/URLs?	All URLs are owned by MDVA. MDVA partners with Minnesota Online.
10		Is there an incumbent vendor for this project?	No
11		Could you please define the agency's mission statement that you would like the new website to reflect?	The agency mission is: "Dedicated to serving Minnesota Veterans and their families." and the vision is: "Fulfilling the needs of Minnesota Veterans and their families by providing proven and innovative programs and services to maximize quality of life."
12		What do you consider to be the priority goals for the website, agency and customer needs?	The goals are listed on page 2. Our main priority is to improve our ability to deliver information efficiently to veterans. This will require focusing on a number of the goals identified in page 2 of the SOW.
13		Has any type of survey been conducted to determine persona and customer needs? If so, did this survey contain any feedback or suggestions?	No customer survey has been directed particularly at our website.
14		The Statement of Work does not mention accessibility for the disabled or supporting multiple languages. Is it safe to assume that both of these areas will need to be addressed in the new website? If so, which languages are required to be supported by the new website?	Accessibility is addressed on page 11 under IT Accessibility Standards. For the purposes of this statement of work, all content will be in English, however a good solution should be able to support other languages.
15		Will the new website require flash or Silverlight support?	Yes to both.
16		Are there any specific video or media files that need to be supported? If so, please list.	The more industry-standard media files supported, the better the solution. MPG, MP4,FLV,WAV,MP3,etc.
17		It appears the Statement of Work was previously updated. Was there previous work for this SOW completed? If so, was a vendor selected at that time?	The SOW was only updated to change the schedule.

		Question	Answer
18		Will the selected vendor have access to any previous historical data or metrics for this project?	Yes. Here are some. All metrics to do not include direct access to partner support site. Average Hits per day: 20,156 Average Visitors per Day: 896 Average Bandwidth per Day: 704MB
19		Who is currently hosting your main landing page (www.mdva.state.mn.us)? What are your future plans regarding the hosting of this website?	We are hosting this site. This will be continued to be hosted by us. However, we currently don't use a content management system.
20		Could you please provide an explanation for such a minimal response time for this project (the SOW was posted on 2/17, questions are due 2/20, answers posted 2/21, responses due 2/23 and work starting no later than 5/1)?	Amended schedule addressed this issue.
21		You are only allowing 48 hours to analyze your responses to the questions and submit responses to this SOW. In my opinion, it may be in the best interest of the MDVA to extend the response deadline to allow adequate time for thoroughly scoped responses. Will you consider extending the response deadline?	Same as above
22		In order to help us better assess the project scope, can you provide an estimated number of:	
	a.	Web pages	Approximately 1460
	b.	Layout templates	3
23		Is there an incumbent vendor attached to the project?	No
24		What are the responsibilities of the MDVA-provided project manager?	MDVA will ensure the vendor has required network and physical access. Has access to business partners who need to be interviewed. Has access to internal technical resources. Has access to software and data related to this project. Vendor is responsible for activities stated in the "Responsibilities Expected of the Selected Vendor" section.
25		What are the specific technical skill sets of the MDVA-provided developer?	The MDVA technical resource is a .Net. The intent of this resource is for knowledge transfer and to explain to the vendor any internal nuances. This resource will not be developing code for this project.
26		Is the vendor to perform the actual content migration or train internal MDVA personnel to migrate content?	Section 3 calls for the vendor to quote separately content Migration.
27		What's the output format of the training and documentation (PDF, Word, online interactive, train the trainer, etc.)?	REQ6.1 calls for two staff members to be trained. This can be done in person or virtually. REQ6.2 calls documentation for information architecture and administration of CMS. This can be in PDF, Word, HTML or any easily accessible electronic format as long as it is detailed.

		Question	Answer
28		Is there a particular CMS that the MDVA prefers? If not, are there any CMS selection criteria that we need to be aware of such as open vs. non-open source, etc.?	The MDVA does not have a particular brand preference. We do, however, want a system that comes with support and is not over kill of the size of our website. The system should meet all are requirements for features, and any additional features that add value without over pricing it, would make it a better system for us.
29		Will remote access to internal MDVA network be granted?	Yes, via state approve remote access solution
30		Can you disclose the allocated budget for this project?	No
31		Please confirm that vendor will not be expected to write or rewrite any content.	Section 3: Content Publication (Content Migration/Conversion), specifically calls for the vendor to bid separately for content migration/conversion. You may choose not to bid on this.
32		Outside of the conventional CMS functionalities, are there any special business applications that the vendor needs to develop?	No
33		Does MDVA have an internal digital graphics team to maintain and update graphical content?	Yes
34		Does MDVA expect a fixed bid for the project total or a fixed hourly rate with a maximum not-to-exceed total?	Either would work as long as the vendor has a contract amount to which they are committed to completing the project for.
35		REQ-3.4 mentioned the 5 external sites (hosted by partners) that will need to have the same design. Who will be carrying out the execution of the redesign?	The vendor will provide the partner with the necessary style sheets or templates, and the partner will complete this work. These external sites will be linked into our internal site in several places, so we want to try to maintain the same look and feel.
36		Just to confirm, there will be no "social networking/media" (e.g., Facebook) aspects to this?	Vendor will not be doing any work on social media sites, but existing agency social media sites will be integrated into the website.
37		Is one of the purposes of the "web analytics" to be used for "marketing" - that is, reaching out?	Yes
38		Are current pdfs Accessible compliant?	No
39		How many content managers will need to be trained?	2
40		What is the plan to ensure the website will be compliant over time?	A combination of a web developer trained in web compliance and tools that make this easier to manage.
41		"Embeds content from databases and other enterprise systems" - could you provide more detail on this - e.g., types of databases (direct connects required?), APIs available in other enterprise systems, types of systems, etc.?	This refers to dynamic web pages and dynamic content. This may already be in the CMS or may be in a SQL server database.
42		"Facilitates accessibility compliance initiatives" - please share more information about the accessibility initiatives. What type of facilitation is expected?	The "IT Accessibility Standards" section on page 11 defines the accessibility standards. CMS systems sometimes inherently produce pages that our not accessible or some can create content that is closer to being fully accessible.

		Question	Answer
43		Automate authenticated update of contact information for partner groups - is there a separate system that the CMS would need to talk to? Please share more information about that system.	No, the system does not interface with an external system. I assume this is referring to 4.21. These partners sometimes send us information to be published on our website. We would like to automate this process using a secured form they fill out on our web site. They can then enter the content in the form, which puts in a workflow for a content manager to approve and post to the right location.
44		"Content will likely be updated or modified during this process to present it in a more effective manner" - who will provide updates and modifications to the content to make it more effective? Should vendor provide copywriter? Or is MDVA content manager or communication officer providing that copy writing role?	I assume this is 5.3. This refers to updating the layout and structure of the content as it goes into a CMS to present it in a more effective manner. The context should not change. The communication group will approve all changes once they are in the CMS.
45		Does MDVA prefer open source or commercial CMS?	MDVA prefers a system that comes with support and meets or exceeds or requirements at a competitive price.
46		Does MDVA prefer hosted CMS or self-hosting?	We prefer a premise based solution.
47		Please share MDVA's IT technology preference for the CMS, if any (e.g., programming language, database, etc.)	If the CMS needs programming integration our tools set Microsoft. Net, so a solution that can integrate well with this will be preferred.
48		Would you be willing to consider a proposal just for the pieces of the work that match our expertise? We would play a support role to your primary vendor for the project.	This will be considered
49		Has MDVA made a decision about hosting for the redesigned website?	MDVA will host the site.
50		Is MDVA required to host the website through the Minnesota State Office of Enterprise Technology?	A determination has not been made.
51		If yes, to #50, does MDVA intend to use the Tridion CMS that is recommended by OET for use with websites they host?	A determination has not been made. Hence why we are asking the vendor to recommend a CMS system.
52		Regarding REQ-4.18 – Does this refer to content that resides within the CMS database or is there content from other databases that will be displayed on the website?	This refers to dynamic web pages and dynamic content. This may already be in the CMS or may be in a SQL server database
53		Is it possible to reschedule the proposal due date to a later date?	Not at this time
54		Page 1, paragraph 1 “very costly and inefficient to maintain.”: Do you have actual costs for the existing system?	This cost refers to increased FTE support hours due to inefficiency.
55		Page 1 paragraph 3 The last two sentences reference non-technical staff and Technical Staff: With the consolidation of IT, OET becomes MVA's IT provider. As a vendor, we begin to see two customers, OET and MVA. Should we infer that non-technical staff refers to MVA staff and Technical Staff refers to OET?	Technical staff refers to the IT staff reporting to the MDVA CIO who are OET employees within the MDVA.
56		Page 2, 4th bullet at the top of the page “Reduce our overall web administration cost”: Do you have existing measures or estimates for this component of your costs?	Yes, but we will not know until the project is complete. Our focus to measure this will be comparing task before and after to see the FTE hours needed to complete them.

	Question	Answer
57	Page 2 Project Deliverables: Are the main deliverables the 4 items stated in the 4 bullets?	Yes. Page two has four high level deliverables, four high level results and eight goals.
58	Page 2 Goal/Process/Measures: Do you currently have baseline analytics to work from in measuring improvement?	We have base line statistics for most and are working to baseline the rest.
59	Page 3 Component Diagram: Are you including push technologies which focus on selected keywords or subscribed areas of interest which either forward new information or alert users to the new content through RSS, Email, Texting, as desired by the subscriber?	Yes
60	Page 4 Project Environment, sentence 1: Is the project manager from your technical (OET) staff?	MDVA has a Project Manager. The Vender also has a vendor manager. The Vendor project manager responsibilities are stated on page 7.
61	Page 4&5 requirements: If you used one, can you name the commercial requirements gathering product used to develop these requirements?	Did not use one
62	Page 5, REQ-4: What product is currently being used as the CMS?	None
63	Page 9 Response Requirements under "Detailed response to Project Approach" item 2) : How many years should the life-cycle cost breakdown use?	4 years
64	Page 9 Response Requirements under "Detailed response to Project Approach" item 2) : Should the software, maintenance and other life cycle costs outside of this SOW be included?	Yes
65	Page 9 Response Requirements under "Cost Section, a) 2).": What is your existing CMS product and have you decided to replace it through this project?	There is currently no CMS product in place
66	Page 9 Response Requirements under "References: Provide three clients using the solution": We are software agnostic and we see a project heavily weighted to architecture and business requirements. Would references related to architecture and business requirements be acceptable?	Simply provide three references that have used your service.
67	Proposal Submission Instructions: If we hand deliver the hard copies, is there a desk or person at the address we should find at the address provided?	There is a receptionist on the 2nd Floor
68	General question: It is not clear if the goal is for an Internet Web Site or an Intranet Web Site or both. Either way, would SharePoint be a viable approach?	This is strictly an internet site and not an intranet. The state's SharePoint infrastructure is cloud based BPOS-D. While we do not expressly rule this out, we do have concerns of doing this with a Microsoft hosted SharePoint site.
69	Did MN DVA perform the work up to this point on the project?	Yes
70	If not, which outside firm or firms has MN DVA used for services related to this project?	None
71	Has MN DVA established a budget for this project? If so, can you provide?	Will not be disclosed
72	Does the MN DVA have a preferred target architecture for the redesigned Web Site, including any preferred hardware and software?	MDVA has a Microsoft .Net environment